

ANC helping Louisville go big with video boards at expanded stadium

By Mike Sunnucks, Staff Writer

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Two video boards are among the additions being made in the north end zone of Papa John's Cardinal Stadium.

Photo: UNIVERSITY OF LOUISVILLE

ANC Sports Enterprises is installing new LED video boards and a new audio system at the University of Louisville's Papa John's Cardinal Stadium as part of an expanded partnership with the school.

New York-based ANC is also installing new LED video boards at the university's tennis center and baseball stadium, which will add to recently completed boards at the school's softball and soccer stadiums.

The work comes as ANC and Louisville are extending their video technology deal another 12 years through 2030, which will see ANC maintain the new video and sound systems.



Photo: UNIVERSITY OF LOUISVILLE

Michael Ortman, assistant athletic director and stadium manager for Louisville, said the projects now underway with ANC are worth a combined \$4.9 million.

The work at Cardinal Stadium is part of a \$63 million expansion at the facility that will increase capacity from 55,000 to 61,000 seats. The expansion started in 2016 and will be finished before the upcoming football season, Ortman said.

In the north end zone of the stadium, ANC is installing two 40-by-80-foot LED boards and two 200-foot-long ribbon boards. On the south end zone, ANC is building a 24-by-92-foot LED board that will be the third-largest in the Atlantic Coast Conference, according to ANC officials. New ribbon boards are also being added along the sidelines.

Jerry Cifarelli Jr., vice president of sales for ANC, said the work will be completed this summer and Cardinals fans will see dramatic improvements.

“These three new videoboards will transform the viewing experience at Papa John’s Cardinal Stadium and provide excitement to fans for years to come,” Cifarelli said.